U.S. Customs and Border Protection

STRATEGY 2020–2025

CBP MISSION

To safeguard America's borders thereby protecting the public from dangerous people and materials while enhancing the Nation's global economic competitiveness by enabling legitimate trade and travel

ASPIRATION

To be the most innovative and trusted law enforcement agency in the world

GOAL 1: **MISSION** — Protect the American people and facilitate trade and travel

Strategic Initiatives

Counter Network	Leverage CBP's unique authorities, data holdings, Intelligence Enterprise, and partnerships as part of a coordinated counter network approach against cross-border threat networks
Awareness and Enforcement	Increase situational awareness to impede and respond to illicit cross-border traffic
Secure and Compliant Trade	Anticipate, identify, and address threats that inhibit cross-border commerce
Biometric Identification	Leverage cutting-edge technology to transform traveler verification and dramatically reduce the need to verify physical travel documents
Targeting and Vetting	Integrate all-source information on travelers across agencies to identify threats
Stakeholder Experience	Champion and improve stakeholder interactions to protect and facilitate lawful travel and business

GOAL 2: **TEAM** — Build a capable and resilient workforce ready for anything

Strategic Initiatives

Hiring and Retention	Recruit, hire, train, and retain the most qualified people
Resilience	Promote physical and emotional health for employees and their families
OneCBP	Create a unified and integrated enterprise working together at all levels to execute the CBP mission

GOAL 3: **FUTURE** — Invest in technology and partnerships to confront emerging threats

Strategic Initiatives

Data and Analytics	Maintain reliable data and apply advanced analytics to explore insights that inform critical strategic and tactical decisions
IT Infrastructure	Provide fast and reliable access to resilient, secure infrastructure to streamline CBP work
Partnerships	Expand international and intelligence partnerships to promote economic cooperation, identify and mitigate threats, and extend influence beyond our borders